

AUG24/12 17.47
***** WFLA-TV *****

BUYER NAME MARIJANNE CAMPBELL

ALEXANDRIA, VA 22314

| | CLASS: NATL. | LOCAL | REGIONAL |
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|----------|-----------|----------------------|------|----------|-------|
| CITY TAX | STATE TAX | CO-OP BILLING NEEDED | DATE | AUG24/12 | 17.47 |
|----------|-----------|----------------------|------|----------|-------|

TOTAL \$17,550 @ 11X
PLEASE CONFIRM
THANKS! ASHLEY FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK

[illegible]

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PROGRAM : 530P NEWS  
RA65+ : 5.0
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| | | | | | | | | |
|-------------------|-----------|----|------------|------|------|---|------|---|
| 3 | 600P-630P | 30 | \$2,000.00 | 8/28 | 8/31 | 4 | TU-F | 4 |
| PROGRAM : 6P NEWS | | | | | | | | |
| RA65+ : 8.0 | | | | | | | | |

| | | | | | | | | |
|-------------------|-----------|----|------------|------|------|---|-------|---|
| 4 | 700P-730P | 30 | \$2,000.00 | 8/28 | 8/30 | 3 | TU-TH | 3 |
| PROGRAM : 7P NEWS | | | | | | | | |
| RA65+ : 7.0 | | | | | | | | |

REP HEADLINE# 6297841
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 AUG24/12 17.47
 *** WFLA-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS /WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|
|-------|-----|----|-------------|------|-----|------|------------|----------|----------|-----------|------|-----------|

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|-------------------------|--|--|----------|--|--|--|--|--|--|--|--|--|
| SEP/12 | | | 17550.00 | | | | | | | | | |
| CONTRACT TOTAL 17550.00 | | | | | | | | | | | | |
| TOTAL SPOTS 11 | | | | | | | | | | | | |

MARKET TOTALS \$47,650 WFLA 37% WFTS 10% WTSP 9% WTVT 44% WTOG 0% WTTA 0% WMOR 0%
 ACCURATE SHARES
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

SVC- NSI BOOKS- AUG/EJ
 DEMOS- RA65+*

REP HEADLINE# 6297841
\$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
RECAP
AUG27/12 10.49
*** WFLA-TV ***

ADV # ADV. NAME POLI/C MACK/R/SEN/FL

AGY # AGY. NAME MCLAUGHLIN & ASSOCIATES

566 SOUTH ROUTE 303

BLAUVELT, NY 10913

REP. # OFF. # SALESMAN #

BUYER NAME MARIANNE CAMPBELL

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6297841

CLASS: NATL. LOCAL REGIONAL

PRDCT FRIENDS/CONNIE MACK EST#426 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES AUG28/12 SEP2/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE AUG27/12 10.49

REP: REVISION

UPDATED ACCURATE AGY CODE
UPDATED ACCURATE EST. #
TTL SAME
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****
FRIENDS OF CONNIE MACK

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|---------------------|-----|----|-------------|------|-----|------------|------------|----------|---------|-----------|------|-----------|
| 1 | | | 500P-530P | 30 | | \$850.00 | 8/28 | 8/29 | 2 | | TU-W | 2 |
| PROGRAM : 5P NEWS | | | | | | | | | | | | |
| RA65+ : 5.0 | | | | | | | | | | | | |
| 2 | | | 530P-600P | 30 | | \$925.00 | 8/30 | 8/31 | 2 | | TH-F | 2 |
| PROGRAM : 530P NEWS | | | | | | | | | | | | |
| RA65+ : 5.0 | | | | | | | | | | | | |
| 3 | | | 600P-630P | 30 | | \$2,000.00 | 8/28 | 8/31 | 4 | | TU-F | 4 |
| PROGRAM : 6P NEWS | | | | | | | | | | | | |
| RA65+ : 8.0 | | | | | | | | | | | | |

AGENCY ADVERTISER CODE =
AGENCY PRODUCT CODE =
AGENCY EST# = 426

REP HEADLINE# 6297841
 \$\$\$ UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP AUG27/12 10.49
 *** WFLA-TV ***

| LINE# | REP | CD | TIME PERIOD | LGTH | SEC | RATE | START DATE | END DATE | SPTS/WK | WEEK INVT | DAYS | TOTL SPTS |
|-------|-----|----|-------------|------|-----|------|------------|----------|---------|-----------|------|-----------|
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|----------------------------------|--|--|-----------|----|--|------------|------|------|---|--|-------|---|
| 4 | | | 700P-730P | 30 | | \$2,000.00 | 8/28 | 8/30 | 3 | | TU-TH | 3 |
| PROGRAM : 7P NEWS RA65+ : 7.0 | | | | | | | | | | | | |

SEP/12 17550.00

CONTRACT TOTAL 17550.00
 TOTAL SPOTS 11

MARKET TOTALS \$47,650 WFLA 37% WFTS 10% WTSP 9% WTVT 44% WTOG 0% WTTA 0% WMOR 0%
 WMOX 0% WXPX 0% WWSB 0% CABL 0%

ACCURATE SHARES
 SVC- NSI BOOKS- AUG/PJ
 DEMOS- RA65+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

McLaughlin & Associates - NY
566 South Route 303
Blauvelt NY 10913

Connie Mack/ R/ Senate/ FL
Submission Number 756 Issue 1

News Channel 8
On Your Side

MeTV

TBO.com
Tampa Bay Online

WFLA-TV

P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

| | | | | | |
|--------------------|----------------------------|--------------------------|-------------|--------------------|--------------------|
| Client: | Connie Mack/ R/ Senate/ FL | Submission Cost: | 17550 | Campaign Ref: | E:120827002 |
| Buyer: | " " | Client/Product/Estimate: | . / . / 426 | Sales Rep: | HRP Washington, DC |
| Schedule Dates: | 08/27/12 to 09/02/12 | Weeks: | 1 | Order Ref: | 06297841 |
| Est./PO Number: | 06297841 | Contract type: | Political | Business Type: | POLITICAL |
| Associated Copies: | No | | | Business Category: | Transactional |

| | | | | | |
|--------------|----------------------|----------------|------|-------------|--------------------------|
| Product: | Finds Of Connie Mack | Booking Group: | WFLA | Key Market: | Tampa-St. Petersburg, FL |
| Demographic: | (L) Household | Order: | | | |

| Ref | Sales Product Details | Rev Type | Rate | Spot Type | Nbr of Spots | 08/27 | Total | Cost |
|---------------------------------------|--------------------------|----------|------|-------------|--------------|-------|-------|------|
| 1 | M-F 5p News .TW.... | 04 | 850 | 30 Comme | Nbr of Spots | 2 | 2 | 1700 |
| 2 | M-F 530p News ...TF.. | 03 | 925 | 30 Comme | Nbr of Spots | 2 | 2 | 1850 |
| 3 | M-F 6p News .TWTF.. | 02 | 2000 | 30 Comme | Nbr of Spots | 4 | 4 | 8000 |
| 4 | M-F 7p News .TWT... | 01 | 2000 | 30 Comme | Nbr of Spots | 3 | 3 | 6000 |
| Weekly Totals: Total Spots(Ord Spots) | | | | | | 11 | 11 | |

| | | | | | | | | |
|--------------|--|--|--|------------------|--|--|--|--|
| Grand Totals | | | | Month 9 Weeks: 5 | | | | |
| Totals | | | | 08/27 | | | | |
| Spots | | | | 11 | | | | |
| Cost | | | | 17550 | | | | |

| | | |
|---------------|--------------|-----------|
| Grand Totals: | Spots: | 11 |
| | Gross Total: | 17,550.00 |

| | |
|-------------|-----------|
| Commission: | 2,632.50 |
| Net Total: | 14,917.50 |